ARE YOU ON TREND?

Ever-changing. Massively important.

What's working now & tomorrow in social media - & examples from some of our trendiest aviation colleagues.

CAPTAIN SUPER SAVVY

INSTAGRAM – airportscouncil

See the ACI-NA story? Take the polls.

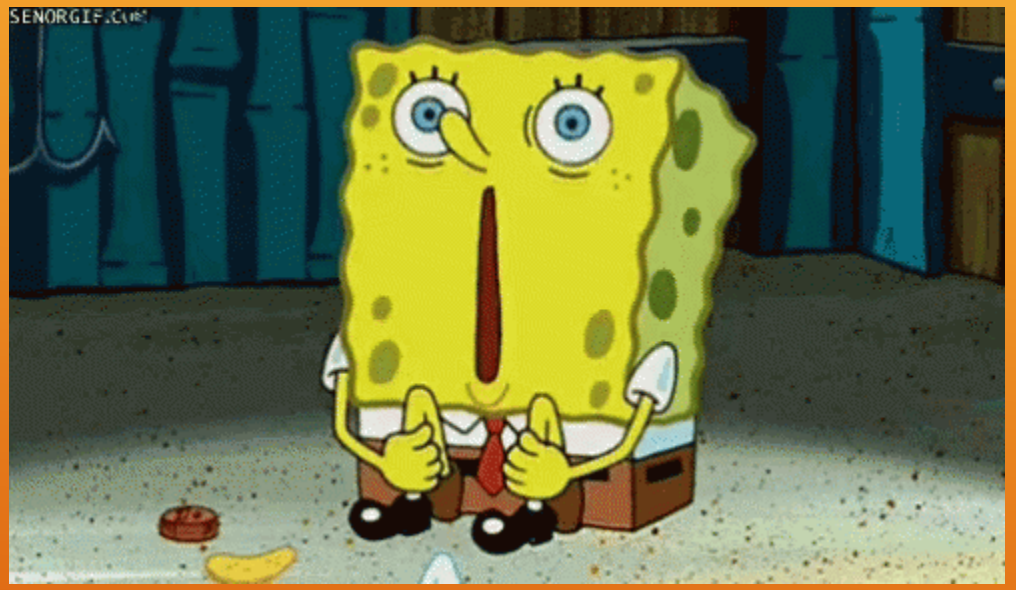
2019 TREND
USER-GENERATED CONTENT (UGC)

USER-GENERATED CONTENT CASE STUDY – THE PLANE SPOT

Danny Valentine, Communications Manager

Tampa International Airport (TPA)

It’s 9 a.m. and you have nothing for social.



User Generated Content is your friend

Our solution: The Plane Spot

Objective

Create the destination for planespotters in Tampa Bay to leverage one of the most active segments of our social media following

Benefits

- Deepen ties in community
- Create brand ambassadors
- Free content/archive
- Eyes and ears

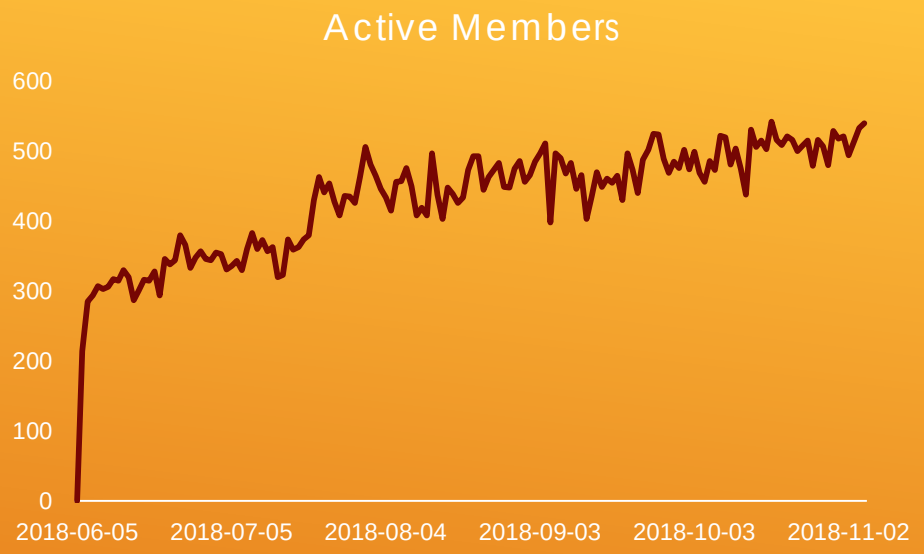
So why do all this?

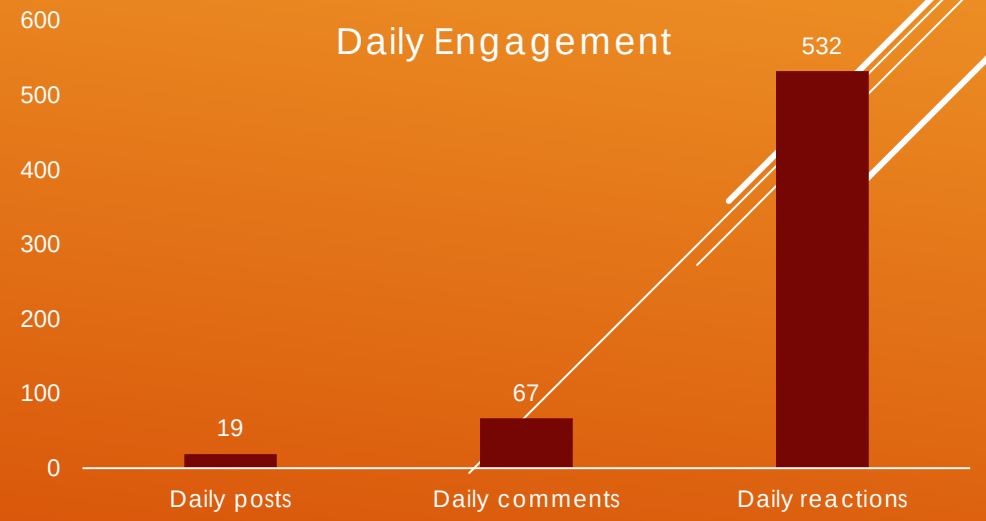
Since we launched this summer, we now have **768** members – roughly **70** percent are engaging with the page at any given time.

TOTAL POSTS ON PLANE SPOT: 2,928 posts
DAILY AVERAGE: 19 posts per day

TOTAL COMMENTS: 10,337 comments
DAILY AVERAGE: 67 per day

TOAL REACTIONS: 81,998 reactions
DAILY AVERAGE: 532 per day





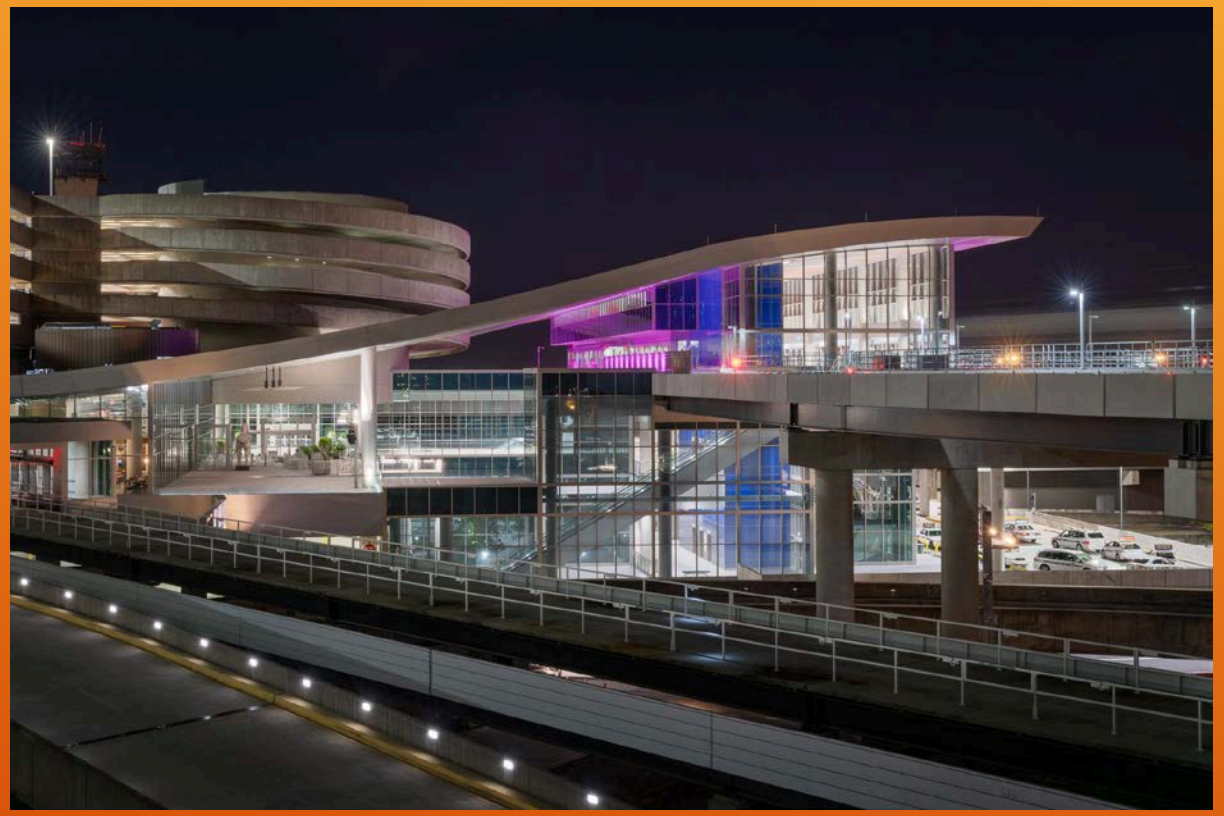
What do these posts look like?

Capture major milestones/key messaging

Special liveries, airfield operations

Cool diversions from MCO

What do these posts look like?



The Plane Spot

Launched: June 5

Keys to growth:

1. **PROMOTION**
2. **EXCLUSIVITY**
3. **INCENTIVES**

Exclusive airfield tour

Date: July 21

20 planespotters

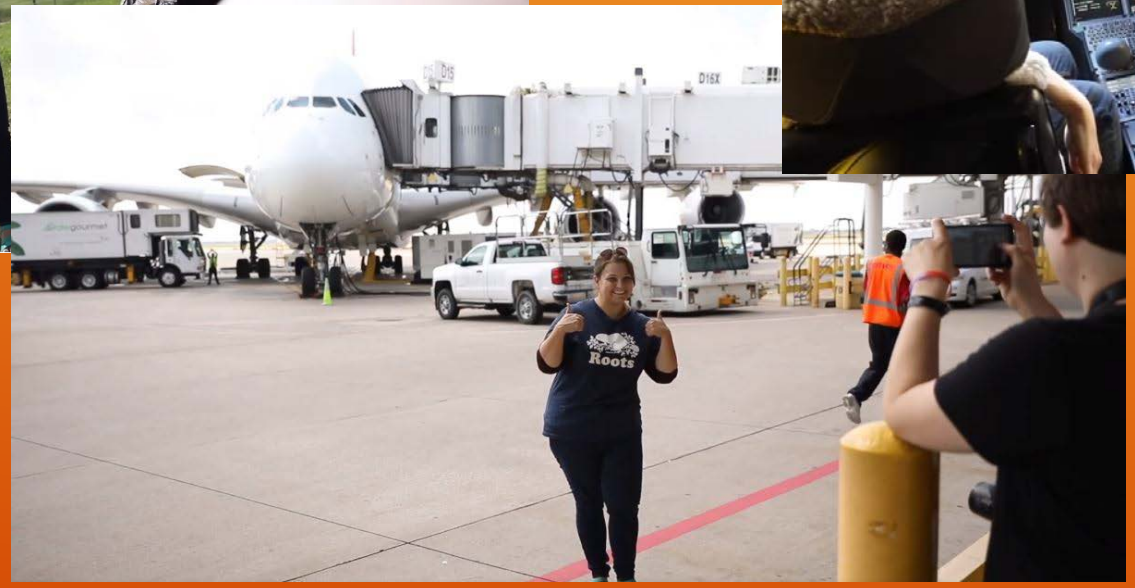
Tour: Let planespotters photograph from four locations from our airfield – as close as safely possible

Surprise: We framed their best photographs and hung them in our Airport Gallery!

Creating lifelong fans

Good things happen when you connect with community: The Kelsey Jackson Story

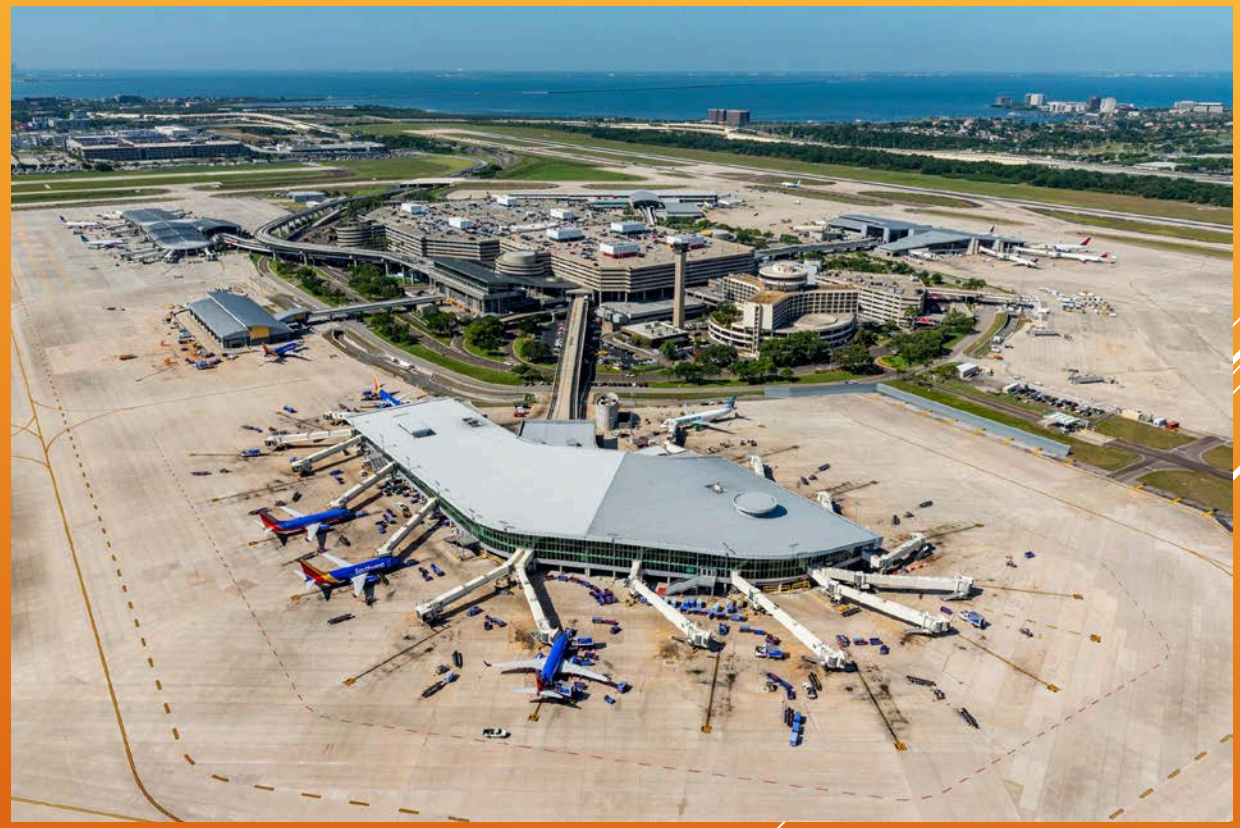
Good things happen when you connect with community: The Kelsey Jackson Story

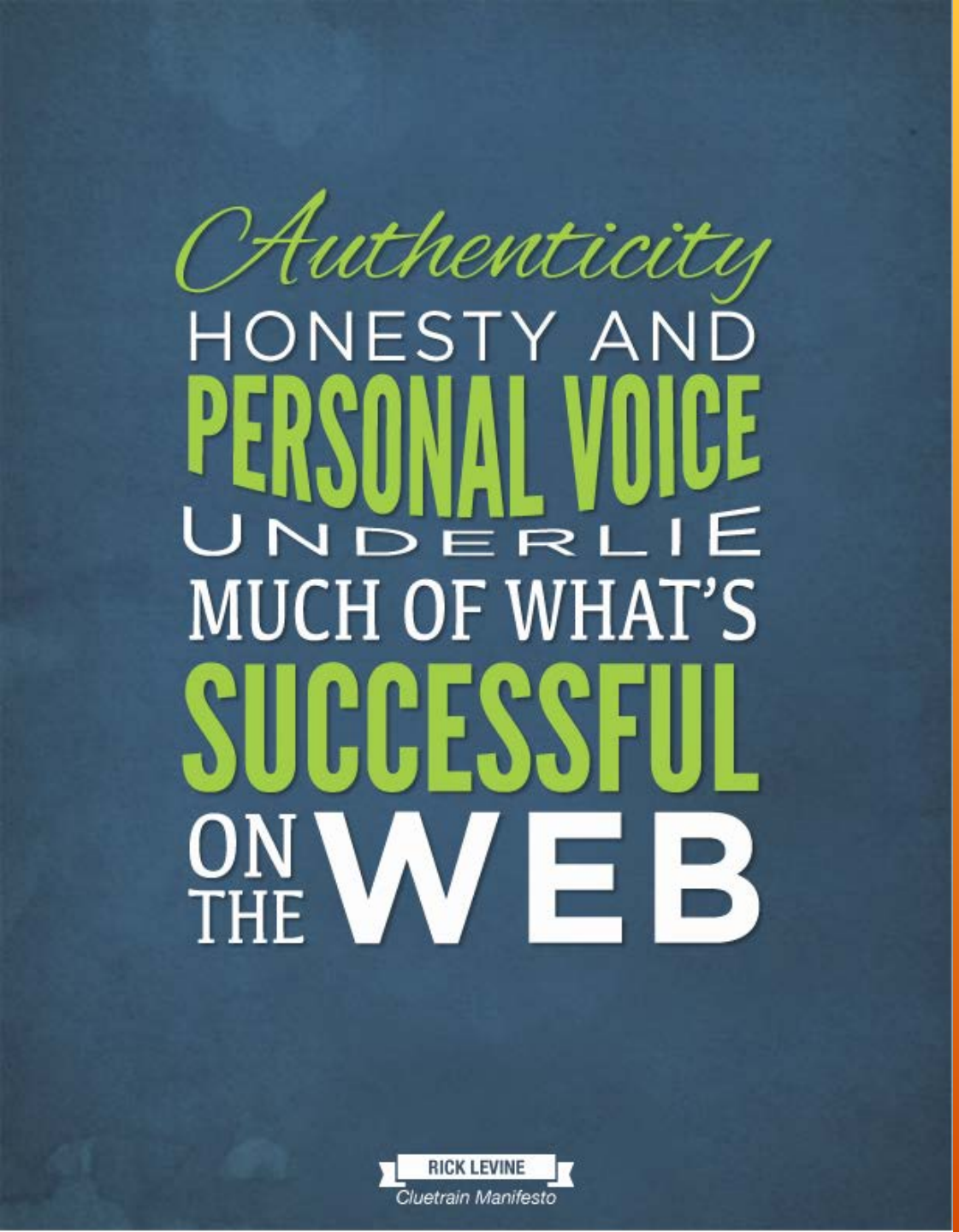


Innovative and unexpected partnerships

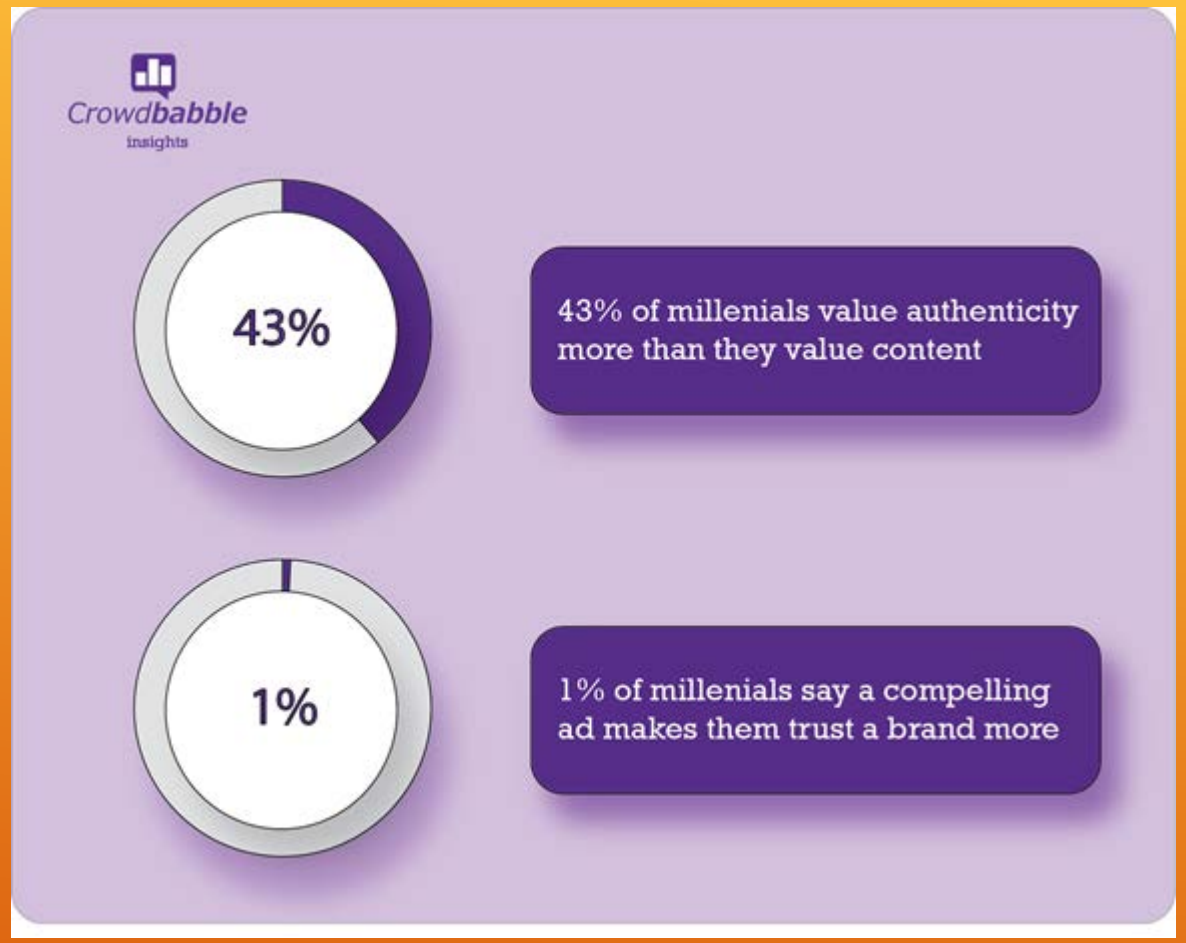
So much more than user content

- **Sure we want content … but what we really want connections.**
- **Look for ways to engage with your community in a deeper and more meaningful way.**
- **For us…Facebook groups have been a strong asset.**





2019 TREND – **AUTHENTICITY IN BRAND PERSONALITY & VOICE**



2019 TREND – **AUTHENTICITY**

THE AUTHENTIC VOICE AT MCO

Brandon Buz, Sr. Social Media Analyst

Greater Orlando Aviation Authority (MCO)

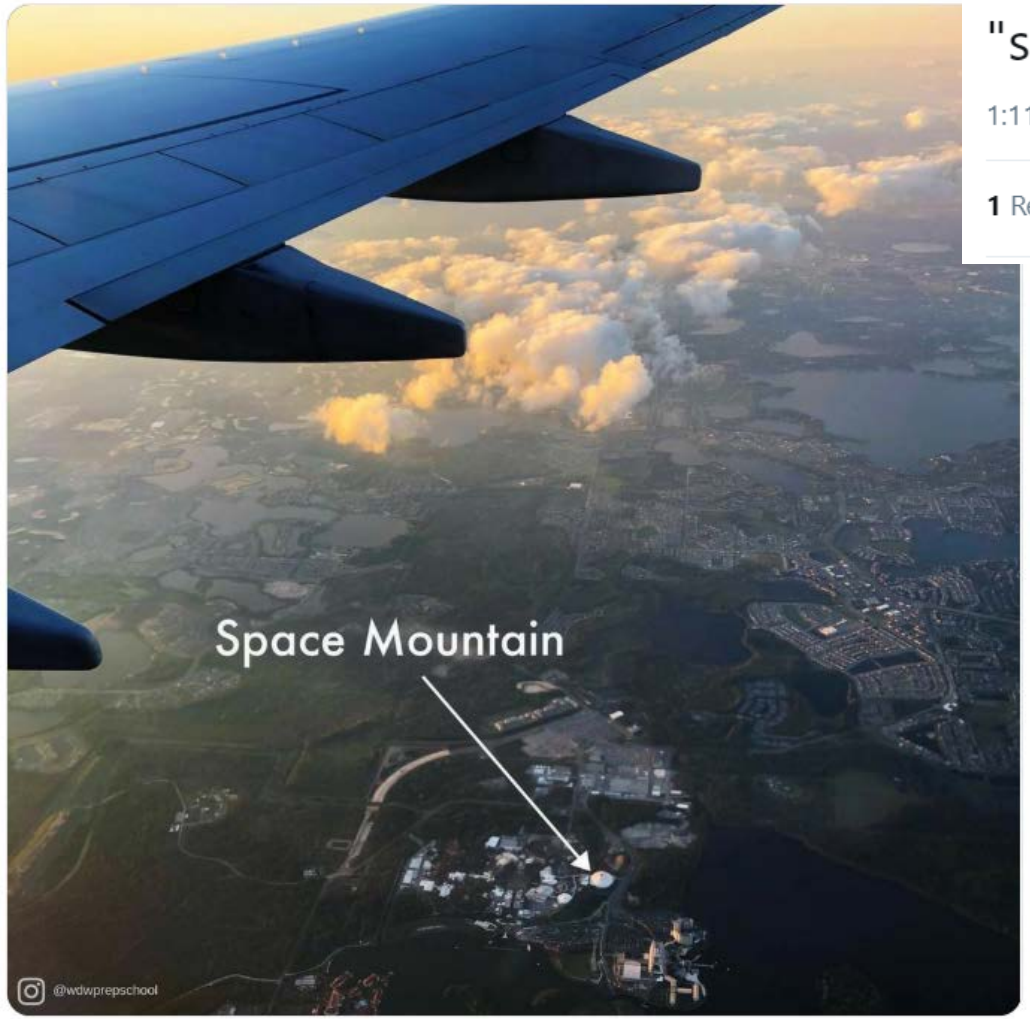
“PEOPLE RESPOND WELL TO THINGS THAT ARE REAL, AND THEY CALL OUT THINGS THAT ARE NOT.”
- JOSHUA FRUHLINGER, DEFY MEDIA

THE VOICE

- “Business Casual”
  - Fun, Warm, Helpful
  - Admittedly, sassy at times
  - Purpose: Engage, entertain, inform, report
  - Tone may change based on platform, audience and situation
- “We” over “I”

Orlando International Airport @MCO · Aug 10

Not many airport approaches offer the chance to see:
A Kingdom 🏰
Mountains ⛰
A bit of magic ✨
After all, this is Orlando. #AirportTwitter



Tampa Intl Airport ✈ and Vancouver Airport

22 215 1.2K

Vancouver Airport @yvrairport

Following

Replying to @MCO @FlyTPA

Pretty neat you needed to point out your "space mountain" with a fun arrow.

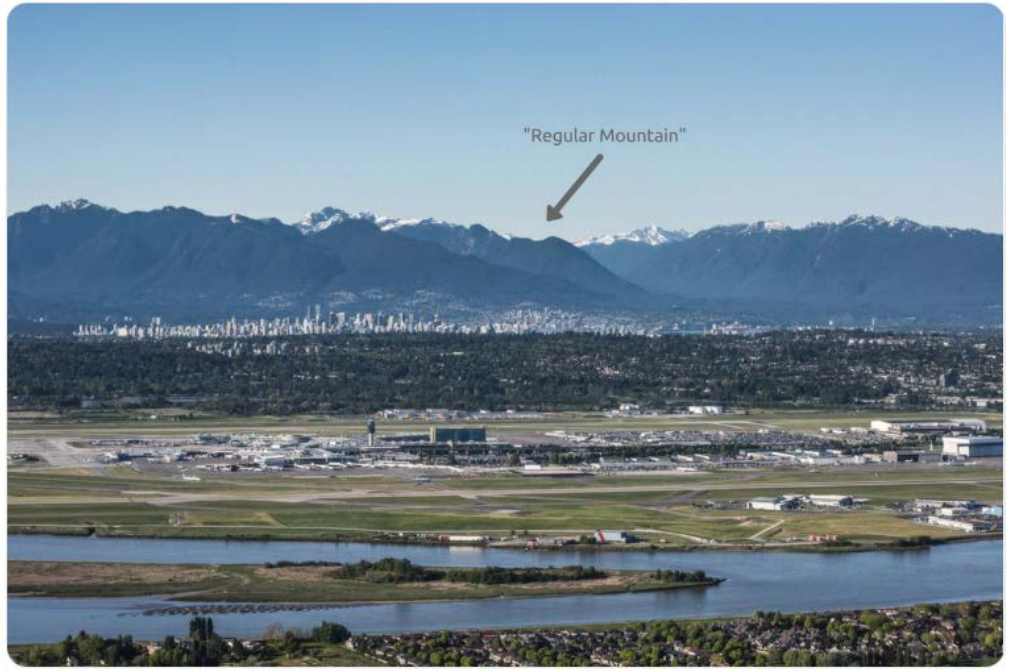
1:11 PM

Orlando International Airport @MCO

1 Retw

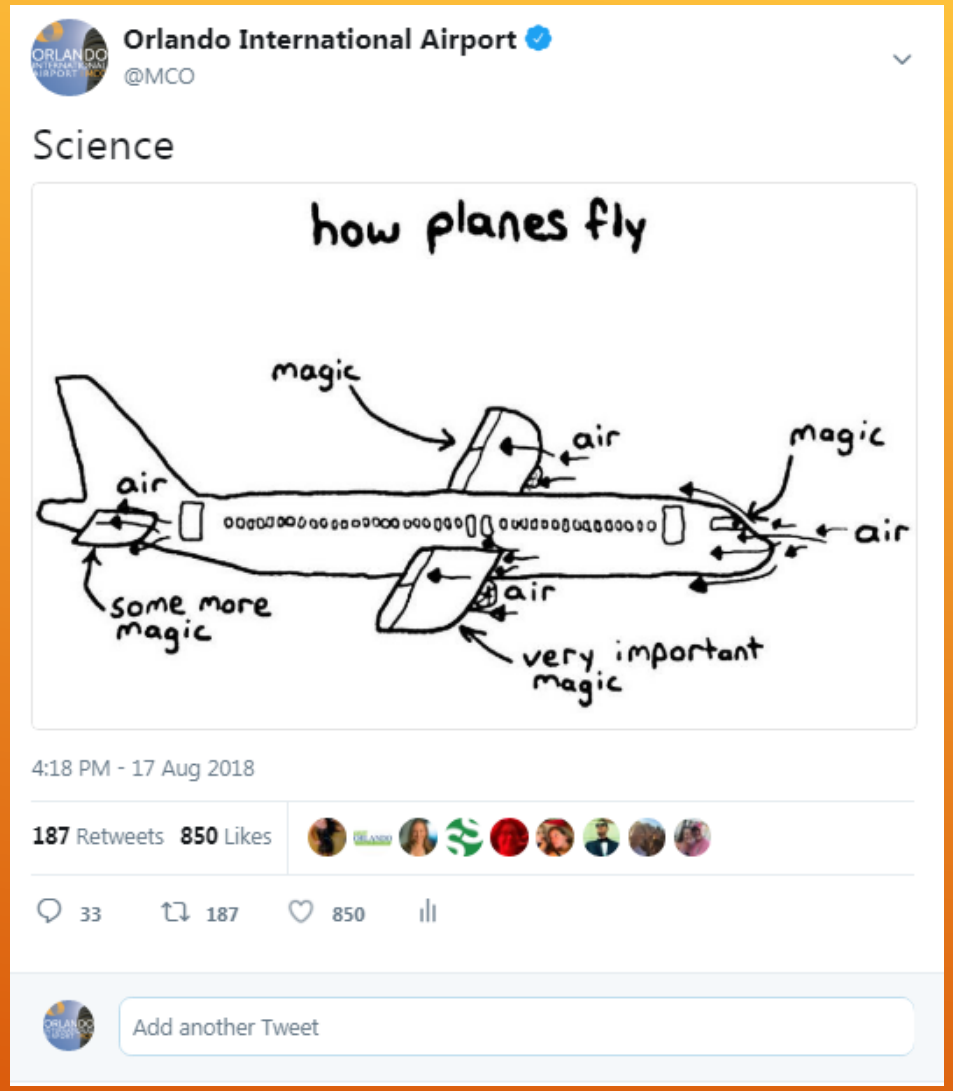
Replying to @yvrairport @FlyTPA

We did one for you too.



1:24 PM - 10 Aug 2018

3 Retweets 67 Likes



Connect with audience

Build relationships

Women

57%
Your Fans

Men

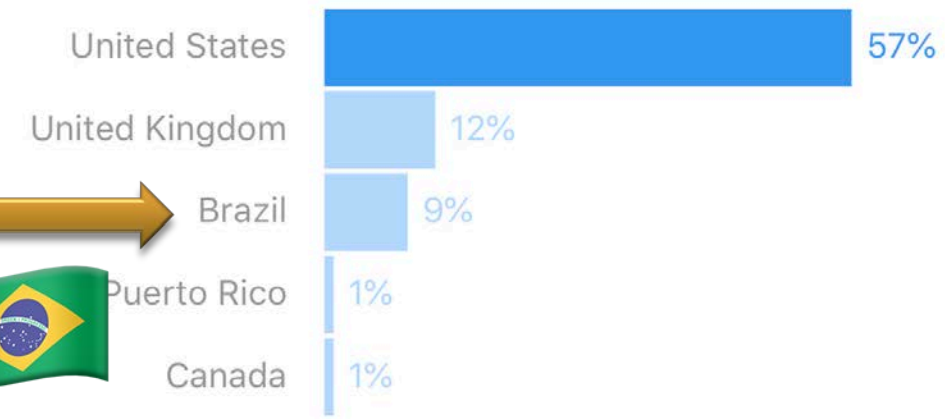
43%
Your Fans

flymco

Activity | Content | Audience

11,378 followers
+254 vs. Oct 28 - Nov 03

Top Locations (i) Cities Countries



Country	Your Fans	Language	Your Fans
United States of America	119,32	glish (US)	127,803
Brazil		anish	27,771
United Kingdom	14,9	rtuguese (Brazil)	20,488

CARE IS PRIORITY #1

- Airport is open 24/7/365
- Multi-lingual
  - Spanish
  - Portuguese
- Providing The Orlando Experience®

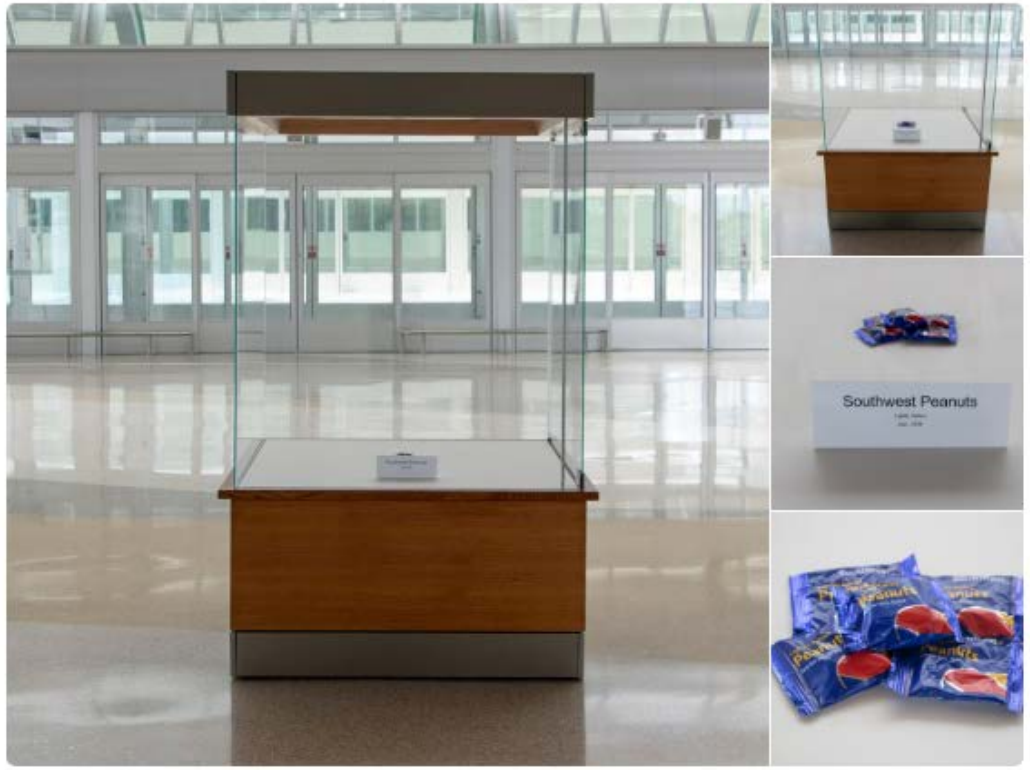
DEVELOP AUTHENTIC CONTENT

- Content Streams
  - Build partnerships in airport community
  - Attend key meetings involving operations, station managers
  - Squeaky wheel, check in, stay top of mind
  - “Help me tell your story”

“AIRPORT COMMUNICATIONS? MUST BE BORING.”

Orlando International Airport
@MCO

Today's the last day @SouthwestAir will serve peanuts on their flights. To mark this occasion, we developed a unique art piece for our South APM Complex highlighting soon-to-be relics of aviation history. 🥜



3:52 PM - 31 Jul 2018

349 Retweets **1,276** Likes

Orlando International Airport
@MCO

Yep, she's got a retirement crown. 👑
#HappyRetirementGema

3:56 PM - 8 Jun 2017

48 Retweets **156** Likes

美国“机场神犬”光荣退休，同事为其举办盛大退休典礼

神奇的世界 2017-06-18

据外媒报道，美国一只名叫Gema的狗狗在奥兰多国际机场工作了近5年后即将退休，机场的工作人员为它举办了一个派对，感谢她在5年里给机场提供的忠诚服务。

她首先接受了一项全面的狗狗治疗，还得到了一件粉色的可爱头饰，机场的工作人员称为“退休王冠”。

TREND – **THE POWER OF PARTNERSHIPS**

THE POWER OF PARTNERSHIPS

Chris Richards, Lead Social Media Strategist

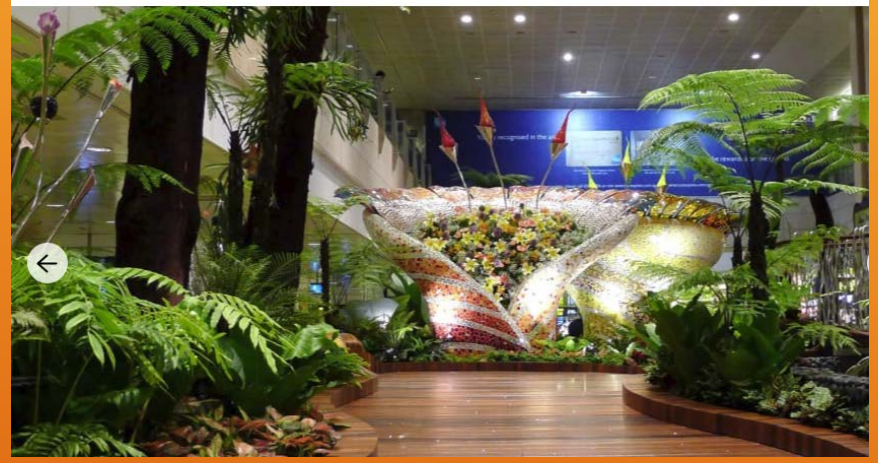
Vancouver International Airport (YVR)

CNN travel

DESTINATIONS FOOD & DRINK

Best airports for a long layover

By Bree Sposato, Executive Travel • Published 7th October 2013



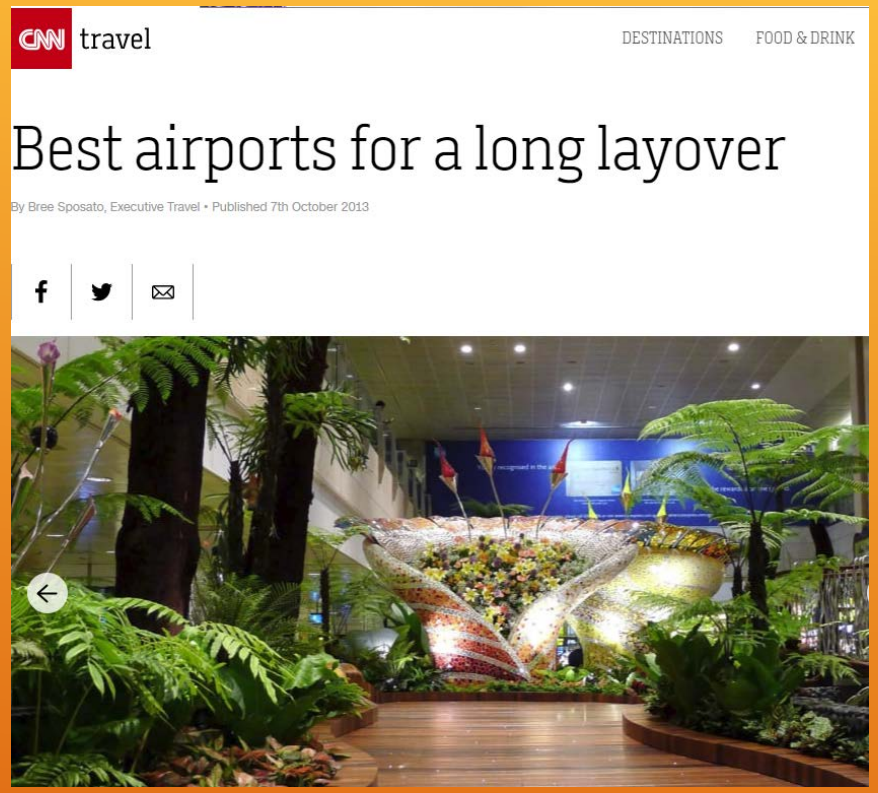
BUSINESS INSIDER

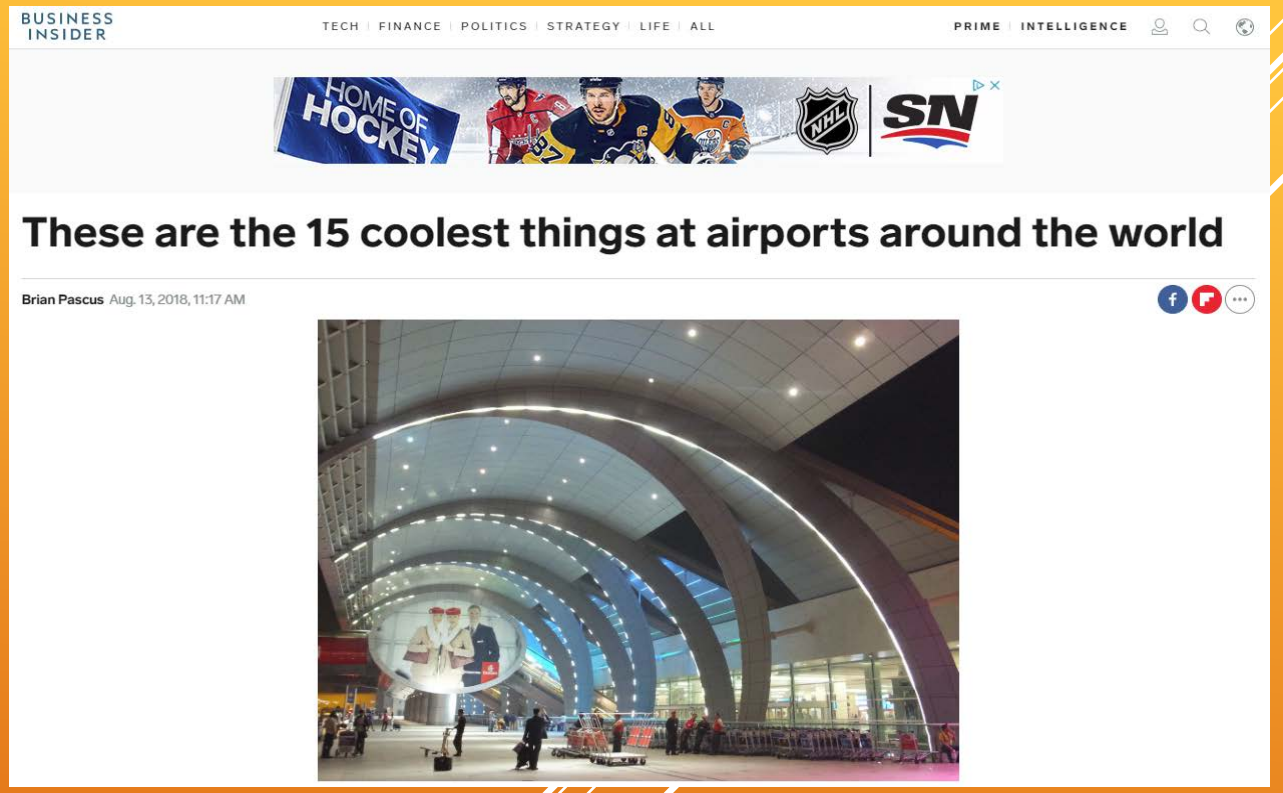
TECH | FINANCE | POLITICS | STRATEGY | LIFE | ALL

PRIME | INTELLIGENCE

These are the 15 coolest things at airports around the world

Brian Pascus Aug. 13, 2018, 11:17 AM





“Hours of boredom, cramped seating and stale sandwiches -- layovers are well known to be anything but fun.”

“ International air travel is normally a pretty stressful affair. We hustle just to get to the airport. Then we stand through long lines in both security and passport check. We are usually charged fee after fee just to board the plane and get our bags through; and to top it off, the seats are usually crammed.”

PDX

SFO

BNA

YVR

Best Friends

Toronto Pearson @TorontoPearson · Oct 31

.@AirCanada's Deicing Coordinator, Bruno, and his team of inspectors lay a hand on every #AirCanada aircraft before take-off. Thanks to this #PeopleofPearson and his team, you fly safely all through the winter months. facebook.com/torontopearson...

9 35

Atlanta Airport @ATLairport · Nov 5

Taste of Hartsfield-Jackson this Thursday is the ultimate way to try our restaurants, because we're bringing 30+ of them pre-security! We're talking food from @GrindhouseATL, @EccoATL, @PapisGrill + more, all without a boarding pass.
atl.com/taste
#TasteofHJ

3 12 22

TSAmedia_Lorie
@TSAmedia_Lorie

Follow

Happy Halloween! Some TSA explosive detection K9s are so cute that they don't need a costume! Here's Jill. She's three-years old and works @SeaTacAirport with her handler Tim. Look for them screening passengers in the security checkpoint.

11:21 AM - 31 Oct 2018 from Security Checkpoint 3

5 Retweets 16 Likes

5 16

Furry Friends

Friends in High Places

LOSING
IS
AN OPTI

ME

Friends in the Community

Power To Be
19 hrs ·

When Codi tried surfing for the first time, her family joined her in the water but her wheelchair didn't. Watch this incredible experience and if their story inspires you, donate today to ensure more people can experience moments that matter with Power To Be - www.powertobe.ca/donate

Thank you to Vancouver International Airport, Pacific Coastal Airlines, and Pacific Surf School for helping make this program possible. A special thank you to Help Codi Heal and our other amazing participants for sharing the adventure with us!

Vancouver Airport ✓
@yvrairport

YVR launched the Fly Calm initiative today with the Canadian Mental Health Association. The website and colouring book help travellers de-stress and take comfortably to the skies. Visit flycalm.ca to find the tools you need to spread your wings. #WorldMentaHealthDay

1:52 PM - 10 Oct 2018

10 Retweets **25** Likes

Vancouver Airport ✓
@yvrairport

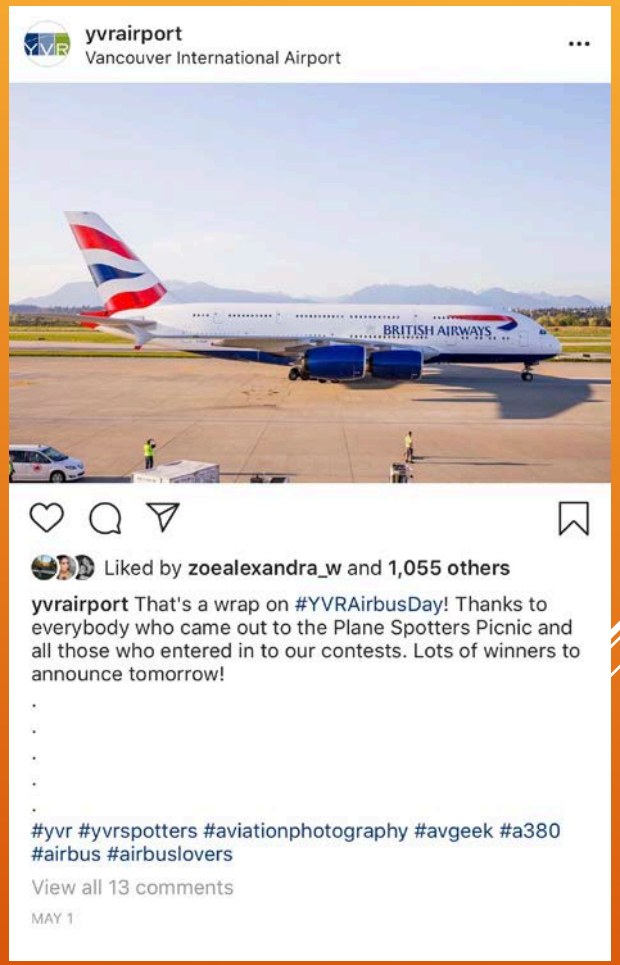
"For most parents of children on the autism spectrum, travelling does not happen. The thought of getting on a plane or going through an airport was just too much." @canucksautism #AutismIs #AutismAcceptanceMonth

Beyond, Every Day: Canucks Autism Network
At YVR, we believe everybody has a right to travel. Families living with autism face unique challenges and we're excited to provide opportunities for families to decrease anxiety while travelling.

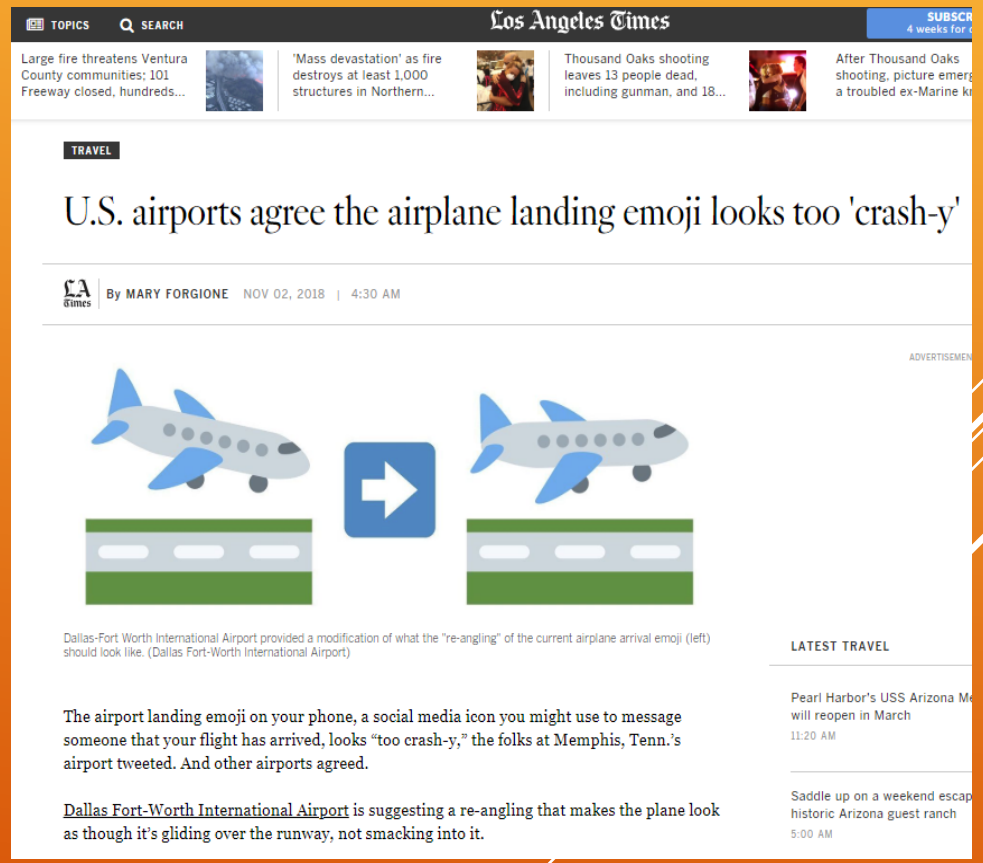
2:36 PM - 4 Apr 2018

9 Retweets **19** Likes

Airline Friends



Airport Friends



15,000,000

1,482,000

2,626,000

8,812,000

10,023,000

25,879,000

CAPTAIN SUPER SAVVY

Let's take a look at the Instagram polls……. Hmmmmmm…….

NOW IT'S TIME FOR Q&A AND
DYNAMIC, ENGAGING, FORWARD-THINKING DISCUSSION.
ARE YOU ON TREND?

Q & A